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Issued:
September 7, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Utility Meats Are Good"

ANNOUNCER: During coming months, homemakers are being asked to use "utility" grades of meat. This grade is more abundant on the market than the better grades, and just a short time ago these utility grades were made point-free. Today, Mr. _____ _____of the War Food Administration's Office of Distribution is going to tell us what utility meats are, and how they can be used to the best advantage.

OFF. OF DIS. SUPERVISOR: You know, _____, there seems to be a general impression that utility meats are a new wartime product. As a matter of fact, although the term may be new to some people, thrifty homemakers have known about utility meats for some time...and especially if they've been buying their meats by grade.

ANNOUNCER: Exactly what does the term utility mean?

OFF. OF DIS. SUPERVISOR: In order to explain that...I'll have to tell you about the other grades of meat. You see..."utility" is the name for a particular grade of meat, rather than a particular type.

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ANNOUNCER: You mean that utility meats can be beef, or mutton or lamb?

OFF. OF DIS. SUPERVISOR: That's right. There are several grades of meat. The two highest grades are "choice" and "Good"...or A, and AA. Before the war, there was another grade called prime... but during the war farmers haven't the time to raise cattle for luxury meats, and so choice is the top grade for the duration. The two lower grades are called commercial and utility or grades B and Grade C. And there are two lower grades called cutter and canner, which aren't sold in retail stores.

ANNOUNCER: What's the difference between the higher and lower grades... I mean what makes them better or worse?

OFF. OF DIS. SUPERVISOR: It's chiefly a matter of the proportion of fat to lean meat....and the intermingling of fat and lean meat, which is called "marbling". Some other standards for grading are the texture, grain and color of the lean meat, and the conformation of the carcass.

ANNOUNCER: So that the lower grades would have less fat, and it would be less evenly distributed.

OFF. OF DIS. SUPERVISOR: Exactly. And in the lower grades the grain in the meat is coarser than it would be in the choice and good grades.

ANNOUNCER: You said before that there's more of the lower grades of meat on the market than the higher. Why is that?

OFF. OF DIS. SUPERVISOR: The story of the leaner meat coming to market is the story of the feed shortage. You see, the top grades of

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OFF. OF DIS. SUPERVISOR: continued — beef come from animals that have been fattened on grain...and especially corn. The war has brought a shortage of corn for feed purposes...so there's less high grade meat.

ANNOUNCER: — How can homemakers find out the grades of the meats they shop for?

OFF. OF DIS. SUPERVISOR: — Retail cuts of meat have a purple grade stamp on them. That's a roller stamp which is applied like a ribbon from the top to the bottom of each carcass, so that it's present on all the cuts.

ANNOUNCER: — Supposing the butcher has removed the grade stamp to improve the looks of the meat?

OFF. OF DIS. SUPERVISOR: — Then the homemaker should ask the butcher to tell her the grade of the meat she's buying. That way, she'll be sure she's paying the right price for it, and that the meat is ration-free.

ANNOUNCER: — Are there any other stamps on meat that might be confused with the grade stamp?

OFF. OF DIS. SUPERVISOR: — There's a round purple stamp which appears on meat that's shipped from one state to another...it's an inspection stamp, and it means that the meat is clean and free from disease. But the shape is entirely different from the grade stamp...the inspection stamp is round, and the grade stamp is ribbon-shaped. And, by the way, the ink

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OFF. OF DIS. SUPERVISOR: continued — used for those stamps is harmless, and usually disappears in cooking.

ANNOUNCER: — If homemakers are going to feed their families utility grade meat, I'm sure they want to know how it stands nutritionally.

OFF. OF DIS. SUPERVISOR: — And a very logical question that is. Actually, utility grade meat is just as nourishing as meat of higher grades. It's in Group Five of the Basic Seven Food Groups, along with poultry, fish, eggs, and other foods which contain good quality proteins. The foods in this group contain vitamins and minerals, too...so altogehter, they're a safe bet for any family.

ANNOUNCER: — That should answer our listener's questions.

OFF. OF DIS. SUPERVISOR: — Not <u>all</u> of them. There's still the important question of how best to cook utility grade meats, since they are tougher and leaner than the higher grades.

ANNOUNCER: — Do utility meats require special cooking?

OFF. OF DIS. SUPERVISOR: — They should be cooked to tenderness; to get the most appetizing results. Some steaks or roasts of utility grade can be broiled or roasted like the same cuts from other grades of beef, but in general, it's best to give them special treatment.

ANNOUNCER: — That sounds very complicated.

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OFF. OF DIS. SUPERVISOR: It's not at all. There are two general methods that can be followed in cooking utility meats...and with a little imagination, homemakers can produce a large variety of dishes. The first method is to grind the meat, so that the connective tissue is broken down.

ANNOUNCER: Does that mean juicy hamburgers with onion?

OFF. OF DIS. SUPERVISOR: Hamburgers...or meat loaf, or any broiled or pan-broiled or baked recipe for making ground meat. This is a specially quick way of fixing meat, too.

ANNOUNCER: That sounds like good sense. Tell us about the second method of cooking utility meats.

OFF. OF DIS. SUPERVISOR: That's very simple, too. Homemakers can achieve tenderness in utility meats by covering the meat, and cooking it slowly in its own juice...or with added water or other liquid. This method, with variations, produces tasty dishes like pot roasts, swiss steaks, and brown stews.

ANNOUNCER: How about meat pie...that's good!

OFF. OF DIS. SUPERVISOR: Yes, once the meat is <u>cooked</u>, it provides the makings for meat pies...or hot sandwiches, or casseroles...any number of dishes, depending on the homemaker's imagination and fund of recipes.

ANNOUNCER: Are there any other ways of making the meat tender?

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OFF. OF DIS. SUPERVISOR: If you've ever watched a butcher at work, you know one way is pounding the meat. If a homemaker wants to broil or fry a utility grade steak, she can pound it to produce a juicy tenderness. It's even a good idea to pound those cuts for swiss steak.

ANNOUNCER: Do you have any more useful tips for our listeners?

OFF. OF DIS. SUPERVISOR: There are just a few hints that make better products out of utility meat dishes. For example, an extra aid to tenderness is adding some acid food like vinegar or tomato to the meat. Tomatoes could be used for the liquid in stews, pot roasts or swiss steaks. The French have a handy way of achieving this extra tenderness. They let a tough piece of meat stand in French dressing for several hours...so that the vinegar will help soften the connective tissue...And the oil in the dressing adds the fat needed by the lean meat.

ANNOUNCER: With so many ways of making so many good dishes out of utility meats, homemakers ought to use as much of them as they can.

OFF. OF DIS. SUPERVISOR: That's right, and I'd like our listeners to remember these important points. First, utility meats are less expensive than the higher grades...and they're point-free. Second, utility meats are just as nutritious as the higher grades... and finally, utility meats are more plentiful than the higher grades, because of wartime feed shortages. So,

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OFF. OF DIS. SUPERVISOR: continued — by using utility meats, homemakers can help their food and ration point budgets, and they can help make Food Fight For Freedom.

ANNOUNCER: — You have just heard, Mr. _____ _____ of the War Food Administration's Office of Distribution.

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New York, 7, New York

September 14, 1944

TO: District Supervisors

RE: "Family Canteen"....(Onions)

As you all know, onions have been designated the "Victory Food Selection" for the period from September 21st through October 7th. We are sending you this script now so that it will reach you in time to use on September 21st, or during the rest of the period.

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THE FAMILY CANTEEN

"Smothered With Onions"

ANNOUNCER: Generally, when people get together to reminisce about the good old days pre-war, a thick porterhouse steak smothered with onions pops into the conversation somewhere. The prime, tender juicy two-inch thick porterhouse is a dream for the future...it's been replaced by utility grade steak...But the onions to smother your steak in...whatever its grade, are on the current scene in full force. Mr. _____ _____ of the War Food Administration's Office of Distribution, is here today to tell us what we can expect in the way of these favorite flavor-aiders during the next few months.

OFF. OF DIS. SUPERVISOR: Your mouth-watering introduction almost left me speechless, _____...But I can still tell our listeners the facts which account for onions being designated the Victory Food Selection for the period from September 21st to October 7th.

ANNOUNCER: Victory Food Selection...? I guess congratulations are in order for everybody's friend, the onion.

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OFF. OF DIS. SUPERVISOR: No...,the congratulations really belong to farmers. After the shortage last year, which many of our listeners -probably remember with dismay, onion growers buckled down to producing a crop that would keep everybody supplied. And, withthe additional help of good growing and harvesting weather...presto!....plenty of onions!

ANNOUNCER: And is that why onions have been elected...or selected to be a Victory Food?

OFF. OF DIS. SUPERVISOR: That's part of the story...the other part has to do with a job that homemakers can take care of.. You see, besides increased production in a lot of our favorite foods, the war has brought a decrease which is equally important...a decrease in storage space.

ANNOUNCER: So there won't be enough space to store all the onions that are being produced now...?

OFF. OF DIS. SUPERVISOR: Exactly. And that's where homemakers can do their jobs...it's not a very hard one, either. All they have to do is to use onions in larger quantities during September and October, and store them for winter use if they have the home facilities.

ANNOUNCER: Simple enough. I guess that's what you might call making good use of a popular, plentiful food.

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OFF. OF DIS. SUPERVISOR: That's what I do call it. Homemakers who use more onions now and store them for winter use will be preventing waste of a wartime food...and helping to keep the national food supply on an even keel.

ANNOUNCER: -About this home storage, Mr. _____, would you like to tell our listeners the best ways to keep onions for winter meals?

OFF. OF DIS. SUPERVISOR: -Onions can be stored successfully for the whole winter season, if they're put in a cool dry place with plenty of ventilation. I'll repeat that, because those are the most important requirements for successful home storage... first, a cool, dry space, and second... plenty of ventilation.

ANNOUNCER: When you say cool...do you mean any particular temperature?

OFF.OF DIS. SUPERVISOR: Well, usually it's best to store onions at a temperature of between 32 and 55 degrees Fahrenheit...and the lower degrees are better. In many homes, the best place for both ventilation and proper temperature is an unused room or a storage room.

ANNOUNCER: Does a freezing temperature injure stored onions?

OFF. OF DIS. SUPERVISOR: Yes it does...and that's another thing...If a homemaker is going to store onions in a basement, she should make sure that the temperature there never goes below freezing... otherwise all the onions may be spoiled.

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ANNOUNCER: Suppose some hard-working gardener wants to store her Victory Garden onions...do the same rules apply?

OFF. OF DIS. SUPERVISOR: More or less. Of course, garden onions have to be cured before they're stored...so that the outer scales can harden and dry. The curing can be done right out in the garden, if the weather is dry...by just spreading the bulbs out on the ground with the tops attached. If the weather's wet, or shows signs of frost, the onions can be cured in a shed or garage.

ANNOUNCER: Isn't it wise to be careful in selecting onions for storage...I've heard that one bad onion can ruin a whole bushel.

OFF. OF DIS. SUPERVISOR: You're right about that. It's pretty hard to tell when you buy a large quantity of onions for storage, which are good and which are bad. But it pays to be careful... so if any of the onions have thick necks, or show soft rot or blemishes, it's wise to put them aside, and use them right away.

ANNOUNCER: And talking about <u>using</u> onions...what's your favorite onion dish, Mr. _____?

OFF. OF DIS. SUPERVISOR: I like onions with steak myself, but I like them creamed too ...and I like them stuffed...

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ANNOUNCER: In fact, practically any way...you know, that's a wonderful thing about onions...you can serve them any way.

OFF. OF DIS. SUPERVISOR: And not just by themselves...but with other foods and in other foods...to make good meals better. In fact, although onions have some nutritive value...their flavor is their chief virtue.

ANNOUNCER: And pretty much of a universal virtue, too, isn't it?

OFF. OF DIS. SUPERVISOR: That it is. The French begin their meals with appetizers in which onions play a prominent part. The Italians serve antipasto...another sort of appetizer, and onions are featured in that dish too. And in our own South, chopped onion, sliced tomatoes, green peppers, and vinegar are served to meat with hot vegetables. Whatever the country, the custom of serving onion as an appetite-sharpener appears.

ANNOUNCER: It seems to me that custom must be good nutritionally. When onions are used for flavoring or as appetizers, then the rest of the meal disappears that much faster.

OFF. OF DIS. SUPERVISOR: That's right...And have you ever thought about the number of foreign dishes in which onions are used?

ANNOUNCER: You mean like the famous French onion soup?

OFF. OF DIS. SUPERVISOR: Yes...and onions are used in spaghetti sauces in Italy... in the highly seasoned dishes of Latin America, and even in Chinese dishes...chop suey for instance.

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ANNOUNCER: Can you suggest any specially good onion dishes to our listeners?

OFF. OF DIS. SUPERVISOR: As a matter of fact...I know of a delicious salad that's made with onion. It's very simple, and it uses another food that's plentiful right now.

ANNOUNCER: I bet that's tomato.

OFF. OF DIS. SUPERVISOR: You win your bet. This salad is made of alternating onion rings and tomato slices, and topped with a little tart French dressing. It's really a tasty combination...and full of the necessary vitamins.

ANNOUNCER: That sounds like a very good suggestion. Have you any more?

OFF. OF DIS. SUPERVISOR: Just a few important points to remember. First, onions are plentiful right now...they're good quality and they're reasonably priced. Second, onions are really good to eat and they'll add zest to meals whether they're served by themselves or with other foods. Finally, storage space is short...so, homemakers can do an important job by buying and storing plenty of onions now. That's using the national food supply wisely.

ANNOUNCER: Thank you, Mr. _____. You havejust heard Mr. _____ _____ of the Office of Distribution, War Food Administration.

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September 21st, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Hurricane Fruit"

ANNOUNCER: Apples might be called a traditional American fruit. They're used in all the most festive holiday dishes...pies, dumplings, puddings, and sauces. Mr. _____ _____ of the War Food Administration's Office of Distribution is here today bearing good tidings for those of you who like to curl up with a good book and a bowl of your favorite fruit to munch on.....

OFF. OF DIS. SUPERVISOR: Being one of those people myself, I really have a personal interest in the latest apple news. The hurricane, which caused so much damage, also brought about a freak situation where apples are concerned. The tremendous gales hit the apple orchards, and knocked much of the fruit off the trees.

ANNOUNCER: Just like an army of pickers.....

OFF. OF DIS. SUPERVISOR: That's exactly how it was. The result is that instead of -going into storage and coming to market later, many more apples than normal are on the market right now. So, unless homemakers hurry to the rescue, many of those apples will spoil.

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ANNOUNCER: Then homemakers can prevent these apples being wasted if they buy larger quantities than they would usually?

OFF. OF DIS. SUPERVISOR: That's the idea. We're asking homemakers now to buy a bushel of apples for eating and canning.

ANNOUNCER: Are these windfall apples in good condition?

OFF. OF DIS. SUPERVISOR: Yes, they are. When they fell from the trees some of them were bruised, but the quality is generally good. So, homemakers will find good apples in the markets...and they're the same varieties we count on every fall.

ANNOUNCER: What are those varities, Mr._____?

OFF. OF DIS. SUPERVISOR: In general, homemakers will find these differnt types on the market. The first is a dessert apple, good for eating, but not so good for cooking. One variety of dessert apple is the "Delicious", and that's plentiful now. Another is the Mc Intosh...a very attractive apple. The Mc Intosh's scarlet coat makes it specially good for fruit salads, fruit cups, or anything else that looks better for a flash of color.

ANNOUNCER: And isn't the flesh of the Mc Intosh whiter than some other varieties?

OFF. OF DIS. SUPERVISOR: Yes, some cooks say that apple snow, a favorite dessert is whiter when the grated pulp of Mc Intosh apples is used. And another apple in this dessert category is called the "Grimes Golden"...that's on the market now, too.

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ANNOUNCER: Those apples have romantic names, don't they? Can you tell us some of the names of apples that are good for cooking?

OFF. OF DIS. SUPERVISOR: There are some apples that are specially good for baking. Their names are Tolman Sweet, Rome Beauty, Arkansas, Black Twig, and Stayman,...The Stayman variety are on the market now in large quantities...and they're good for cooking other ways , too...because they cook tender in a short time.

ANNOUNCER: Aren't there any varieties of apples that are good for cooking and eating?

OFF. OF DIS. SUPERVISOR: Certainly. The Stayman apple I just mentioned is one type that's fine for eating but also good for all-purpose cooking. And others that serve both purposes are Mc Intosh apples and the Grimes Golden variety.

ANNOUNCER: What's the best way to select apples at the fruit stand, Mr. _____?

OFF. OF DIS. SUPERVISOR: In general, apples travel on their looks. Some people prefer red apples, and some like them yellow. But all careful buyers should make sure that the color is clear and bright. That's the best way to tell if the fruit is ripe.

ANNOUNCER: I could use a ripe juicy apple myself, right now....bright, red and shiny.....

OFF. OF DIS. SUPERVISOR: Yes, there's nothing better.....except possibly a delicious apple pie...or dumplings, or fritters, or.....

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ANNOUNCER: When you get right down to it, there's a multitude of apple dishes.

OFF. OF DIS. SUPERVISOR: Indeed so. Some cooking experts say that there are more ways to use apples than any other fruit. That may sound like a big statement...but not when you think that besides desserts and salads, apples can be used to accompany meats.

ANNOUNCER: You can scallop them, too. I've had them with sweet potatoes, and with cabbage, and all by themselves.

OFF. OF DIS. SUPERVISOR: And fried apples with bacon or sausage or a slice of ham make a breakfast dish for kings.

ANNOUNCER: With so many ways to cook apples...they can't be very hard to cook.

OFF. OF DIS. SUPERVISOR: They're not. The only tip experts give is to spare the water when cooking apples. They have plenty of juice themselves, and don't need as much moisture as other fruits and vegetables. When homemakers make baked apples or apple-sauce, they should use only enough water to keep the fruit from sticking and scorching. And no water at all is needed for scalloped apples, apple pie, or apple betty.

ANNOUNCER: And speaking of apple sauce...that's a good thing to can, isn't it?

OFF. OF DIS. SUPERVISOR: Homemakers who buy enough apples now for eating and canning will find it well worthwhile to put up applesauce. It's good for a meal-picker-upper all winter...and even the

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OFF.OF DIS. SUPERVISOR: (continued) youngest members of the family can eat it.

ANNOUNCER: Can you give our listeners some tips about canning applesauce?

OFF. OF DIS. SUPERVISOR: Canning specialists say that if the skins of apples are red, and not bitter, they may be cooked without peeling for applesauce. But then, of course, the sauce should be strained before it's canned.

ANNOUNCER: And you said before that not much water is needed for making applesauce.

OFF. OF DIS. SUPERVISOR: No,if the homemaker adds just a little water, and then covers the pan, she'll find that the steam does the cooking.

ANNOUNCER: How long does it take to process applesauce?

OFF. OF DIS. SUPERVISOR: After the boiling hot applesauce is packed into hot jars, the jars can be processed in the boiling water bath for 15 minutes. And the result will be delicious apple sauce for winter eating...either as it stands, or combined with other foods.

ANNOUNCER: Spices combine well with apple dishes, don't they?

OFF. OF DIS. SUPERVISOR: If they're used in moderation. A pinch of salt brings out the delicate apple flavor...but any more will drown it. And cinnamon and nutmeg boost the apple flavor too..... but applesauce should never stand with nutmeg in it..... or it gets too bitter.

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ANNOUNCER: Those are really sensible suggestions, Mr. _____. -I'M sure our listeners are convinced by this time that your tips aren't just "applesauce".

OFF. OF DIS. SUPERVISOR: I hope so. But seriously...here are the important facts to remember about apples. First, they can probably be used in more ways than any other fruit. Homemakers can use as many apples as they buy now...for eating raw, for cooking, and for canning. Second, the hurricane brought down a tremendous fall of apples, and they're all on the market now. They're in good condition, and they're the varities we usually count on in the Fall. And finally, homemakers can help to prevent food waste if they buy up to a bushel of apples today.

ANNOUNCER: Thank you, Mr. _____ of the War Food Administration's Office of Distribution. And thank you, our listeners in advance, for buying that bushel of apples and making Food Fight For Freedom.

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T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Spread The Butter Thinner"

ANNOUNCER: War shortages and rationing are problems which sometimes seem very complex to homemakers. The everyday difficulties of substituting plentiful foods for others less plentiful...and of making their point budgets stretch, keep busy women busier than usual. It's only natural that some of the problems of wartime feeding -occasionally seem baffling. Some of the questions which come up most often have to do with butter. Mr. _____ of the War Food Administration's Office of Distribution is here today to answer those questions about the butter situation. Let's hear the first question and answer, Mr. _____.

OFF. OF DIS. SUPERVISOR: The question I most often hear is "Why can't consumers buy as much butter as they can afford?" The answers to that question are very simple. First, we don't get as much butter now as before the war...because butter production is lower than it was in peacetime....lower, in fact, than it has been in years. Another reason is that Americans are sharing their butter supplies with American and Allied Servicemen.

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ANNOUNCER: And I suppose the demand for butter is higher now, too.

OFF. OF DIS. SUPERVISOR: That's right. Butter prices are frozen at ceiling and more people can afford it...and besides that, incomes are generally higher than they were pre-war. More people can afford to buy more butter than ever before.

ANNOUNCER: Mr. _____, you said before that butter production is lower right now than it has been in years. Since butter is made from milk fat, does that mean that milk production has been lower too?

OFF. OF DIS. SUPERVISOR: No.....as a matter of fact, milk production has increased 15 billion pounds a year since before the war.

ANNOUNCER: That's a queer contradiction...if the increased milk output hasn't gone into butter...how has it been used?

OFF. OF DIS. SUPERVISOR: For one thing, civilians are drinking between 20 and 25 percent more milk than they did before the war. That's a very good thing from a nutritional point of view... so government officials want to keep up that increase in consumption...even though cutting it back would increase supplies of other dairy foods.

ANNOUNCER: But isn't butter just as nutritious as fluid milk?

OFF. OF DIS. SUPERVISOR: No. Butter contains only the butterfat portion of milk... while fluid milk and the other whole milk dairy products contain nutrients such as minerals, vitamins, and sugar.

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ANNOUNCER: That clears up part of the question. But it seems to me that with such an increase in milk production, some of it should go into more butter.

OFF. OF DIS. SUPERVISOR: As a matter of fact...there's even less milk available for the manufacture of butter than there was before the war. That may sound like another contradiction to you... but it's very easily explained.

ANNOUNCER: If milk isn't going into butter manufacture...then it must be going into other dairy products...right?

OFF. OF DIS. SUPERVISOR: That's exactly the situation. As I said before...our home front consumption of fluid milk is higher...and so is the consumption of fluid cream.

ANNOUNCER: Does all of that increase go to civilians here at home?

OFF. OF DIS. SUPERVISOR: To civilians, and to army camps in this country. And manufacturers of condensed and evaporated milk will take far more milk this year than they did before the war. Add up all those requirements...and you get a fluid milk requirement larger than the increase in milk production.

ANNOUNCER: And that means...less milk to go into butter. That makes sense...but I still have a question...and I'm sure our listeners do, too. Why has milk been diverted from use in one product to use in another?

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OFF. OF DIS. SUPERVISOR: To begin with, the manufacturers of whole milk products can always pay farmers more for fluid milk than the butter manufacturers can. That's because they use every bit of the milk...while butter manufacturers only use the milk fat. Naturally the butter manufacturers can't afford to pay farmers as much, because they don't get as much return from what they buy.

ANNOUNCER: So, most of the fluid milk goes to the manufacture of whole milk products.

OFF. OF DIS. SUPERVISOR: That's right. And in wartime, with increased consumer demand for fluid milk and whole milk dairy products, there isn't much left over for the manufacture of butter. And besides, manufacturers of cheese, evaporated milk, whole milk powder, and non-fat milk solids have increasingly large markets in the United States Armed Forces and our Allies.

ANNOUNCER: Yes, I've heard that those manufactured dairy products are what our men depend on when they get overseas.

OFF. OF DIS. SUPERVISOR: Yes...requirements for milk products for military use are expanding all the time. We obviously can't ship fluid milk long distances...so whole milk products are shipped instead. For instance, the armed forces have asked for 75 percent more evaporated milk this year than last,

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ANNOUNCER: So by the time manufacturers get through meeting those demands...there isn't much milk left over for other uses.

OFF. OF DIS. SUPERVISOR: And that's why butter supplies for civilians will be considerably tighter for the rest of this year. But the War Food Administration has been working constantly to improve the butter situation for civilians.

ANNOUNCER: What steps have been taken to do that, Mr. _____?

OFF. OF DIS. SUPERVISOR: For one thing, the WFA has always aided and encouraged farmers to produce as much milk as possible. And the amount of milk which can be used in various dairy products has been limited by WFA order so that the diversion from butter to other products may be checked.

ANNOUNCER: Hasn't a definite purchase program been set up, too?

OFF. OF DIS. SUPERVISOR: Yes. The War Food Administration buys butter only in the peak production seasons...so that butter supplies for civilians will be fairly constant from month to month. For example, no butter is bought during the fall and winter months, when production is low...all of it is bought during the spring and summer months, when production is highest.

ANNOUNCER: So government buying of butter for our armed forces and allies should be over for the year very soon?

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OFF. OF DIS. SUPERVISOR: Yes...Beginning October 1st the government won't require manufacturer's to set aside any more of their production for those uses, for the rest of the year.

ANNOUNCER: Mr. _____, what can homemakers do to spread the butter supply thinner?

OFF. OF DIS. SUPERVISOR: Homemakers should remember that much of the butter now produced is going overseas to our fighting men and to the fighting men and wounded of our Allies. Furthermore, some of the fluid milk which in peacetime would have gone into butter production is now being used to manufacture dairy products for our armed forces. The government is doing all it can to regulate supplies of butter for civilians...and homemakers can help, too...in the job of making sure that butter supplies are spread out evenly. They can do that by using butter wisely and carefully... by making sure that none of the butter they buy is wasted, and by observing rationing regulations to the letter. That way, they can help to make Food Fight For Freedom!

ANNOUNCER: Thank you, Mr. _____ _____ of the War Food Administration's Office of Distribution.

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